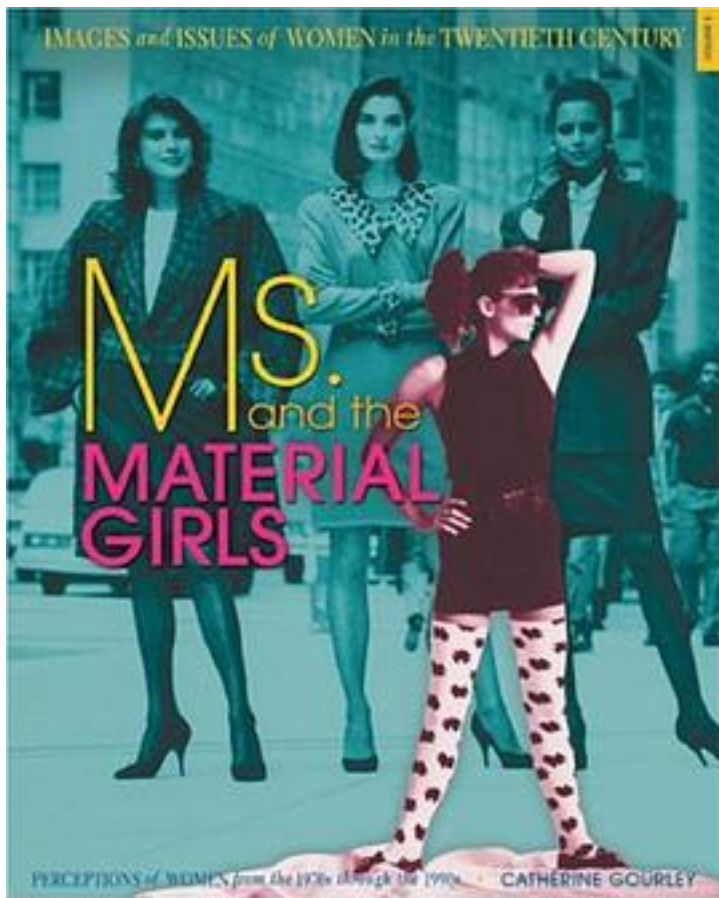


Ms. and the Material Girls



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Who were the women who called themselves 'Ms.' and who were the Material Girls? They weren't specific individuals, but rather symbols that defined perceptions of women during the 1970s through the 1990s. The term Ms. was adopted by feminists? women who believed in equal pay for equal work, freedom from sexual harassment,

and equal employment opportunities. The Material Girls wanted all this and more. They wanted to be wild, sexy, and outrageously fashionable?a modern version of their flapper sisters of decades earlier. And they also wanted control over their own lives?the kind of control that could only be achieved through money and power. Ms. and the Material Girls walked different paths but together brought about major changes for women. When these women and girls asked themselves, ?Who do I want to become?? media provided great influence. Magazines, television, and movies stressed women's liberation while still promoting femininity and fashions. Rock music mocked society's materialistic ways. And newscasts showed women speaking out and taking control. Learn more about the images and issues that framed perceptions about women in these tumultuous decades.

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